

# Corporation for Public Broadcasting

888 16th Street, N.W., Washington, D.C. 20006, Phone: 202-293-6160



July 13, 1971

Mr. Sheldon P. Siegel  
Executive Vice President  
and General Manager  
WLVT-TV  
South Mountain Drive West  
Bethlehem, Pa. 18015

Dear Sheldon:

By now I'm sure you've read or heard about CPB's new project to bring full-service public radio stations to the top 100 markets. This is one of the most important radio projects that the Corporation has initiated to date, and the purpose of this letter is to ask you to help promote it locally in your area.

The most exciting aspect of this program is that it is open to anyone -- certainly an easy peg on which to pitch your local papers. And that's what must be done if the project is going to succeed. The more press, hopefully, the more applications.

Enclosed are 25 copies of the original press release which I hope you'll disperse as widely as possible in your area. Of course, our main target is the local press, but use your own initiative. Also, for your own background, I'm adding a memo from Al Hulsén, our Director of Radio Activities, describing the project more thoroughly.

If you have any questions, or can use more releases, just give me a call. Again, this project is very important, and we appreciate every effort you put into it.

Of course, I also realize that this is a national project, and that you're busy enough with your own station work. So, if you're just too busy -- fine, I understand.

Sincerely,

*Mike Ballard*

D. Michael Ballard  
Staff Writer

Enclosures

*P.S. I stress the last paragraph!  
But, if you can help (or someone else at  
your station) we really welcome it.*



WLVT-TV BETH

TO: AL HULSEN, DIR. RADIO PROJECTS

FROM: S. SIEGEL, EXEC. VP AND G.M. WLVT-TV, BETHLEHEM/ALLENTOWN, PA.

RE: RADIO GRANT PROJECTS

I RECEIVED A LETTER FROM A MR. BALLARD ABOUT OUR INTEREST IN THE RADIO GRANT PROGRAM STATION ACTIVATION FOR THE ALLENTOWN AREA.

I DID WISH TO ADVISE THAT WE HAVE ALREADY HAD A MEETING WITH LEHIGH UNIVERSITY ABOUT THE POSSIBILITY OF THEIR ACTIVATING THIS STATION IN THE NEAR FUTURE. OUR CORPORATION HAS TRADITIONALLY BEEN VERY CLOSE WITH THE UNIVERSITY (AND THEY WERE INSTRUMENTAL IN OUR FOUNDING ALTHOUGH THEY DO NOT CONTRIBUTE TO SUPPORT).

I PROPOSED THAT THEY WORK ON THIS PROJECT, AND THEY HAVE INDICATED THAT THEY WILL PURSUE IT. OUR STATION WILL WORK AND COORDINATE ACTIVITY WITH THE ON THIS. ALSO AT THIS MEETING WERE REPRESENTATIVES OF THE STATE DEP.T OF EDUCATION WHO ENDORSE THIS IDEA.

WHAT WILL COME OF IT, I CANNOT SAY AT THIS TIME; EXCEPT TO SAY THAT WE ARE PURSUING THE IDEA THROUGH THE COLLEGE AT LEHIGH. (BETHLEHEM, WHERE LEHIGH IS, IS ADJACENT TO ALLENTOWN....AND THEY UNDERSTAND THAT THAT THE STATION MUST EFFECTIVELY COVER ALLENTOWN ALSO, WHICH SHOULD BE NO PROBLEM.

IN THE EVENT YOU ARE CONTACTED BY OTHER EDUCATIONAL ENTITIES (OR ANYONE FOR THAT MATTER) I REQUEST THAT YOU DIRECT THEM TO ME, AND ADVISE THAT SOMETHING IS IN THE WORKS ON THIS. IF ANOTHER ORGANIZATION OR ENTITY WERE TO GET UP AND RUN WITH THIS, WITHOUT OUR KNOWLEDGE, IT WOULD BE GREAT EMBARRASSMENT TO US, AND LEHIGH UNIVERSITY.

IF THESE PLANS DO NOT MATERIALIZE, I WILL CONTACT YOU ABOUT FURTHER ACTION ON THIS. SHOULD LEHIGH NOT BE ABLE TO GET THIS OFF THE GROUND WITH OUR COORDINATION, I WILL ALSO ADVISE YOU ACCORDINGLY.

S.P. SIEGEL

11:30AM

7/15/71



# ion for Public Broadcasting

ct: Mike Ballard



FOR IMMEDIATE RELEASE

## GROUPS IN 16 CITIES ELIGIBLE FOR GRANTS TO START PUBLIC RADIO STATIONS

Washington, D.C., June 28, -- Groups interested in starting a full-service public radio station in selected cities can receive up to \$25,000 to help them do so under a new competitive grant project.

"This new program," CPB President John W. Macy, Jr., said, "provides groups interested in bringing the strong local service characteristic of public radio and the network service of National Public Radio (NPR) to their cities an exciting opportunity to do so."

The project has been designed by CPB to bring full-service public radio to major population centers which currently lack such service. At present, 38 key metropolitan areas do not have a CPB-qualified radio station. Applications are being solicited from 16 of the largest of these cities in the first year of the competition.

"By concentrating on key population centers," Macy said, "this project allows CPB the opportunity to bring public radio to as many listeners as possible in the shortest period of time."

(more)



The 16 cities are: Chicago; Cleveland; Providence, R.I.; Miami/Fort Lauderdale; Akron/Canton; Dayton; Denver; New Haven/Waterbury, Conn.; Allentown, Penn.; Norfolk, Va.; San Antonio; Birmingham, Al.; Rochester, N.Y.; Toledo; San Jose, Calif. and Oklahoma City. As grants are awarded to applicants from these cities, other metropolitan centers will replace them on the list.

Grants of up to \$25,000 will be made to approximately ten applicants each year, and the recipients will be eligible for up to \$15,600 in second year grants.

Eligible for this project are all existing non-commercial educational radio and television stations in these metropolitan areas, as well as institutions, organizations and corporations proposing to establish a non-commercial public radio station capable of serving any of the above metropolitan areas with a primary signal. The project will be competitive among the applicants within each city listed above.

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Host: Mike Ballard



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